

Message Text

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ACTION NEA-09

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FM AMEMBASSY AMMAN

TO SECSTATE WASHDC 3923

INFO AMEMBASSY BEIRUT

C O N F I D E N T I A L AMMAN 1368

STADIS////////////////////////////////////

E.O. 11652: GDS

TAGS: XF, JO, APER, BEXP

SUBJECT: ROLE AND STAFFING OF REGIONAL TRADE DEVELOPMENT OFFICE
(RTDO)

REF: STATE 015785

1. DURING PAST YEAR, DIRECTOR OF RTDO HAS VISITED AMMAN ONLY ONCE, IN APRIL 1974, JUST PRIOR TO WATER RESOURCES DEVELOPMENT TRADE MISSION. DURING THIS VISIT VARIOUS PROGRAMS, ROLES, AND SUPPORT FUNCTIONS WERE DISCUSSED BUT NONE HAVE COME TO FRUITION. IN FACT, ONLY CORRESPONDENCE INITIATED BY RTDO HAS BEEN TO REQUEST OUR SUPPORT IN PUBLICIZING, PROMOTING AND SOLICITING ATTENDANCE FOR RTDO TRADE SHOWS IN BEIRUT.

2. WHILE WE REALIZE MAJOR U.S. INTERESTS AND PLANS INVOLVE OIL PRODUCING COUNTRIES AROUND US, JORDAN HAS LATELY RECEIVED MORE ATTENTION FROM AMERICAN BUSINESS AND THERE HAS BEEN INCREASE IN VISITORS AND INQUIRIES. WITH HEAVIER WORKLOAD, OUR LIMITED COMMERCIAL STAFF DOES NOT HAVE TIME TO DO MARKET STUDIES FOR U.S. EXPORTS. IF DEPUTY DIRECTOR OF RTDO IS NAMED, HE COULD DO VALUABLE MARKET RESEARCH ON NATIONAL AND REGIONAL BASIS. MOST PLANNING AND CONTACTS FOR LOCAL COMMERCIAL EVENTS WILL CONTINUE TO BE HANDLED BY EMBASSY COMMERCIAL STAFF.

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3. OTHER ALTERNATIVE IS TO ADD NEW COMMERCIAL POSITION

ELSEWHERE IN REGION, SUCH AS CAIRO, SAUDI ARABIA OR KUWAIT. THESE POSTS, OF COURSE, BETTER QUALIFIED TO COMMENT ON THIS ALTERNATIVE THAN ARE WE. GREATEST MARKET POTENTIAL NOW IN GULF AND SAUDI ARABIA, WHILE CAIRO OFFICER COULD BOLSTER TIES WITH ARAB REGIONAL ORGANIZATION HEADQUARTERED THERE.

4. CONCERNING LOCATION OF RTDO, BEIRUT CONTINUES TO BE BUSINESS AND FINANCIAL CENTER OF AT LEAST EASTERN ARAB WORLD. OTHER CITIES IN AREA ATTRACT FEWER JORDANIANS. PICKERING

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